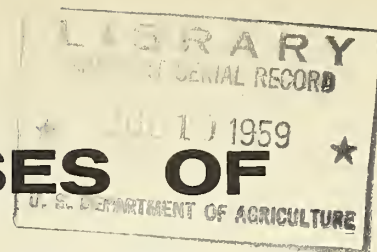


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# CONSUMER PURCHASES OF Selected Fruits and Juices

April 1959.



CPFJ- 83

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

June 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
April 1959

By Clive E. Johnson  
Market Development Branch  
Marketing Research Division  
Agricultural Marketing Service

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: The data in this report represent estimated total purchases :  
: by household consumers only and do not include those by hotels, :  
: restaurants, hospitals; or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compari-:  
: sons between periods of equal length. :

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SUMMARY

In April 1959 household consumers purchased substantially more fresh oranges, fresh grapefruit, frozen concentrated lemonade, and pineapple-grapefruit drink than in April 1958. More moderate gains were reported for frozen concentrated orange juice and tomato juice. Purchases of canned grapefruit juice, fresh lemons, and canned lemon juice held about steady. Purchases of canned grapefruit sections, canned and chilled orange juice, pineapple juice and the orangeades were below April 1958 levels, with the greatest decline reported for canned orange juice.

Retail prices for fresh oranges in April 1959 were substantially lower than a year earlier, and declines of about 10 percent were reported in prices for fresh grapefruit, frozen orange concentrate, and tomato juice. Prices paid for canned orange juice and prune juice, on the other hand, were well above those of a year earlier, reflecting a lower level of production of these two products.

CONCENTRATED JUICES AND ADES

Household purchases of frozen concentrated orange juice in April 1959 held at about the level of the 3 preceding months. <sup>1/</sup> The volume, although up 11 percent from the April 1958 level, remained below the 1955-57 average. The gain reflected moderately larger purchases per buying family, and some increase in the proportion of families buying. Prices paid, which remained unchanged from February through April, were down 2 cents from a year earlier to 20.2 cents per 6-ounce can (tables 1 and 7, fig. 16).

In April 1959 purchases of frozen concentrated juices other than orange were about 14 percent below the April 1958 volume. Buying of these juices since the beginning of 1959 remained well below the levels of a year earlier. Retail prices averaged 19.4 cents per 6-ounce can, slightly less than the average price paid for frozen orange concentrate (table 12).

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<sup>1/</sup> Data in this report are for 28-day periods to facilitate comparisons.

Purchases of shelf-pack orangeade for home use were down about 16 percent from April 1958. The decline was associated with a smaller proportion of families buying. Retail prices, at 19 cents per 6-ounce can, were unchanged from a year earlier (table 9).

Household purchases of frozen concentrated lemonade in April 1959 were more than double the volume of the preceding month--a substantially greater-than-usual seasonal increase. Purchases were up 22 percent from April 1958, reflecting an increase of nearly one-third in the average size of purchase per buying family. A part of this gain was offset by some decline in the proportion of families buying. Retail prices dropped slightly to 11.2 cents per 6-ounce can (table 8).

#### SINGLE-STRENGTH JUICES, ADES, AND DRINKS

About 10 percent less chilled orange juice was purchased for home use in April 1959 than a year earlier. Fewer families bought the product and the average purchase per buying family was smaller. Retail prices averaged 41.2 cents per quart, 1.6 cents higher than a year earlier (tables 2 and 13).

Purchases of canned single-strength orange juice were down about 50 percent from the April 1958 level and 29 percent from the 3-year average for the month. These declines were associated with fewer families buying and a smaller average size of purchase per buying family. Retail prices averaged 43.5 cents per 46-ounce can, about one-third more than a year earlier. The cost of a serving of canned orange juice was about 12 percent higher than the cost of an equivalent serving of frozen orange concentrate, but was 27 percent less than cost of an equivalent serving of chilled orange juice. Production of canned orange juice remained well below levels of the preceding season (table 14).

Retail prices for canned grapefruit juice continued to decline in April 1959, and household purchases rose 28 percent from March, more than twice the average seasonal gain. The quantity purchased, although about the same as in April 1958, was substantially greater than in most months since that time. Purchases per buying family were the largest in 2 years; the proportion of families buying, however, remained somewhat below the level of a year earlier. Prices paid, at 29.6 cents per 46-ounce can, were about the same as a year earlier (table 15).

Canned lemon juice was bought in about the same quantity and at the same price as in April 1958. Cumulative purchases beginning October 1958 were about 8 percent ahead of those in the corresponding period of the 1957-58 season (table 16).

Household purchases of canned pineapple juice were down about 9 percent from April 1958, a continuation of the relatively low level of buying that has persisted since October 1958. The product was bought by nearly 11 percent of the Nation's families, compared with about 12 percent buying a year earlier. Prices were up nearly 3 cents to an average of 32.5 cents per 46-ounce can (table 17).



Retail purchases of prune juice dropped 11 percent from the April 1958 level. Fewer families bought the product, and the average buying family's purchase was the smallest in more than 3 years. Prices paid were up about 9 cents to 42.9 cents per quart. This season's prune crop was substantially smaller than in the preceding season (table 19).

Prices paid for tomato juice in April 1959 averaged 26 cents per 46-ounce can, the lowest in 4 years. Purchases were up moderately from the preceding month in contrast to the usual seasonal decline. They were also 13 percent greater than in April 1958 and at a new high level. The gains were associated with larger purchases per buying family (table 20).

Household buying of canned single-strength juices other than the 6 individually reported declined moderately from April 1958. Prices paid for these juices averaged 39 cents per 46-ounce can, somewhat higher than a year earlier. Aggregate purchases of canned single-strength juices dropped about 11 percent from April 1958 (tables 11 and 12).

The quantity of pineapple-grapefruit drink bought for home use was about two-thirds greater in April 1959 than in April 1958. Cumulative purchases beginning October 1958 were about 55 percent greater than in the corresponding period of the 1957-58 season. The drink was bought by 8.5 percent of the Nation's families, a gain of more than 2 percentage points in the proportion buying. Prices paid, at 30.5 cents per 46-ounce can, were down 0.4 cent from a year earlier (table 18).

About 6 percent less single-strength orangeade was purchased by householders in April 1959 than in the same month the year before, reflecting a decline in the proportion of families buying. Retail prices, at 30.3 cents per 46-ounce can, were 2.4 cents higher than a year earlier (table 21).

#### FRESH AND CANNED FRUIT

Household purchases of fresh oranges in April 1959 were nearly one-third greater than a year earlier, when supplies available were unusually low. The gain was associated with an increase of 4 percentage points in the proportion of families buying, along with a substantially larger average size of purchase per buying family. Prices paid, at about 50 cents per dozen, were nearly 14 cents lower than in April 1958 (table 22).

The proportion of families buying, the average size of purchase per buying family, and the total volume of purchases of California-Arizona oranges were up sharply from April 1958 to the highest level in several years. These oranges were bought at an average price of 52 cents, nearly 26 cents less per dozen than a year earlier. The 1958-59 California-Arizona orange crop was substantially larger than the small crop of the preceding season and was about equal to the 1954-56 average (table 23).



Purchases of Florida oranges in April 1959 were down about 10 percent from the preceding April, and down 50 percent from the 3-year average for the month. The decline from a year earlier was associated with a decrease in the proportion of families buying. Retail prices averaged 46 cents per dozen, about 7 cents less than in April 1958. This was the first time in the 1958-59 season that prices dropped below the level of the corresponding month of 1957-58. The orange crop in Florida, while about the same as in the preceding season was smaller than the 1954-56 average (table 24).

April purchases of Texas oranges, with shipments practically complete, fell to low levels. On the other hand, purchases of oranges not identified as to area of origin were about 10 percent greater than in April 1958.

Purchases of fresh grapefruit were about one-fifth greater than in April 1958. More families bought the fruit and the average size of purchase per buying family was somewhat larger. Prices paid averaged 91.2 cents per dozen, about 12 cents less than a year earlier (table 27).

Purchases of California-Arizona grapefruit in April 1959 were off 16 percent from a year earlier, reflecting a decline in the proportion of families buying. Prices paid for these grapefruit were up about 2.4 cents to 81.9 cents per dozen (table 25).

Householders' purchases of Florida grapefruit rose nearly 50 percent from April 1958 to within 9 percent of the 3-year average for the month. The gain was associated with larger purchases per buying family along with a substantial increase in the proportion of families buying. Retail prices averaged about 94 cents per dozen, 25 cents less than in April 1958. The 1958-59 Florida grapefruit crop (80 percent of total U. S. production) was about 13 percent larger than the relatively small crop of the preceding season (table 26).

Purchases of Texas grapefruit were down about 26 percent from a year earlier, while buying of unidentified grapefruit rose about 14 percent.

Retail purchases of canned grapefruit sections declined 17 percent from April 1958 continuing the relatively low level that has persisted since January. The drop in volume reflected a smaller proportion of families buying the product. Prices paid averaged 20.1 cents per No. 303 can, a slight increase over a year earlier (table 28).

The quantity of fresh lemons purchased for home use was about the same as in April 1958. The average price paid at 42.4 cents per dozen, was 2.8 cents lower than in the same month a year earlier (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, April 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Frozen juices:											
Orange	4,448	3,992	2.1	2.2	20.5	18.1	25.8	25.2	6	20.2	22.2
Other	756	884	1/	1/	14.3	1/	1/	1/	6	19.4	1/
Total	5,204	4,876	2.3	2.5	19.3	17.0	28.6	28.9			
Frozen ades:											
Lemon	528	434	1.4	1.2	22.0	19.1	4.4	4.7	6	11.2	11.4
Lime	2/	1/	2/	1/	2/	1/	2/	1/	6	2/	1/
Shelf-pack orangeade	106	127	1.6	1.4	16.5	18.5	1.0	1.2	6	19.0	19.0

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, April 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Chilled orange juice	1,942	2,147	3.2	3.3	37.2	37.2	4.1	4.4	32	41.2	39.6
	1,000	1,000									
	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Canned juices:											
Orange	734	1,504	1.7	1.9	50.7	60.4	7.0	11.4	46	43.5	32.8
Grapefruit	880	879	1.5	1.5	67.6	62.0	7.3	7.8	46	29.6	29.5
Lemon	56	55	1.2	1.2	14.5	14.7	2.6	2.6	5½-6	10.4	10.4
Prune	572	644	1.7	1.8	39.8	39.4	6.9	7.4	32	42.9	34.0
Pineapple	1,066	1,172	1.5	2/	58.4	2/	10.6	11.8	46	32.5	29.6
Tomato	2,127	1,876	1.5	1.6	66.1	55.7	18.5	18.6	46	26.0	28.5
Other	1,720	3,626	1.8	2/	43.0	2/	18.4	2/	46	39.0	32.4
Total	7,155	8,584	2.5	2/	52.8	2/	46.8	2/			
Single-strength orangeade	517	553	1.6	1.5	69.4	71.7	4.0	4.4	46	30.3	27.9
Pineapple-grapefruit drink	1,000	621	1.4	2/	68.9	2/	8.5	6.3	46	30.5	30.9

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, April 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	1,435	803	2.0	1.9	12.1	8.9	25.8	18.5	52.1	77.7
Florida	606	675	2.0	2.0	13.1	12.2	9.7	11.3	46.0	52.9
Unidentified	361	328	1.5	1.5	12.8	10.5	8.2	7.8	47.1	55.7
Total 1/	2,466	1,884	2.2	2.1	12.4	10.2	38.2	33.7	49.9	63.7
Fresh grapefruit:										
California-Arizona	239	283	1.6	1.6	6.6	6.5	3.2	4.3	81.9	79.5
Florida	1,170	793	2.0	2.1	5.2	4.3	16.2	12.8	93.9	118.4
Unidentified	382	335	1.5	1.6	4.7	4.3	8.1	7.2	92.8	108.6
Total 1/	1,958	1,638	2.0	2.1	5.3	4.9	26.6	23.7	91.2	103.0
Lemons	296	295	1.5	1.6	7.1	6.6	18.3	19.3	42.4	45.2
Limes	2/	3/	2/	3/	2/	3/	2/	3/	2/	3/
	1,000 cases	1,000 cases	4/ Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	231	278	1.4	1.4	37.5	36.0	4.3	5.1	20.1	19.8

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.  
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.	2,466	1,884	2,980	3,090	440	937	346	395	6,232	6,306
May		1,686		3,030		893		386		5,995
Jun.		1,125		2,570		827		384		4,906
Oct.-Jun.		20,651		33,149		7,954		3,550		65,304
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,526		79,148

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.



Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.	1,958	1,638	647	657	167	187	2,772	2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

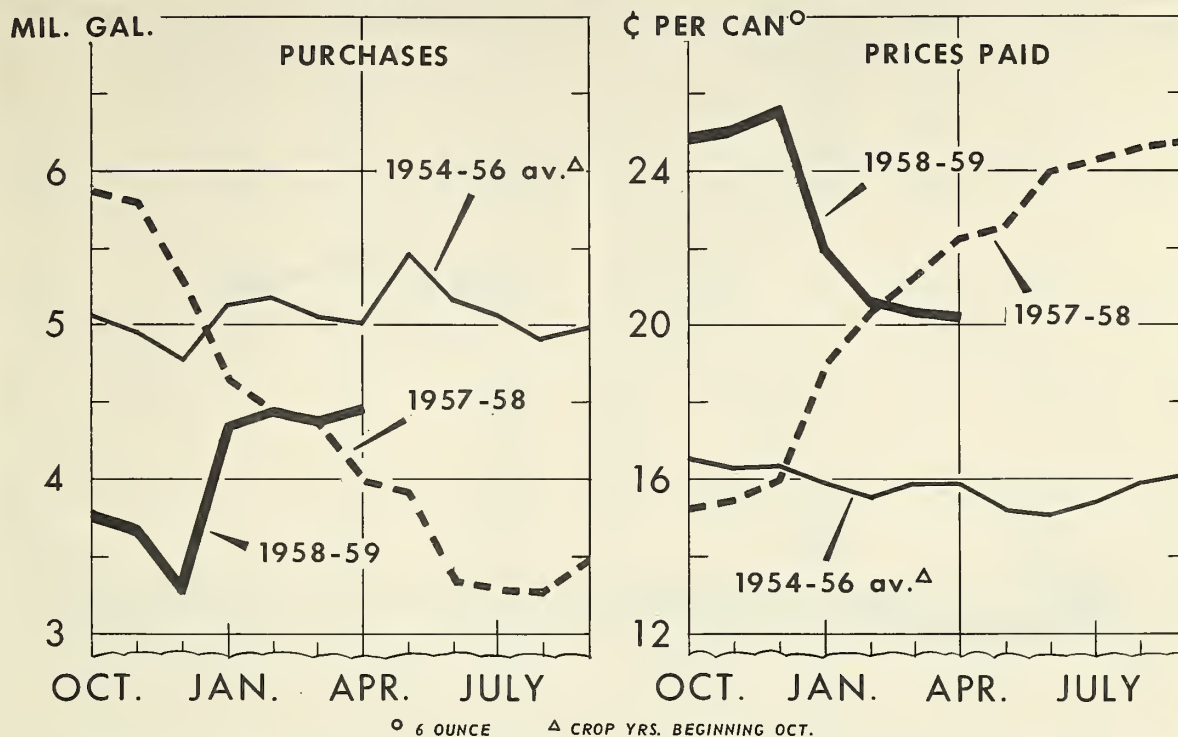
Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.	296	295	58	57	111	92	465	444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59 (6) AGRICULTURAL MARKETING SERVICE

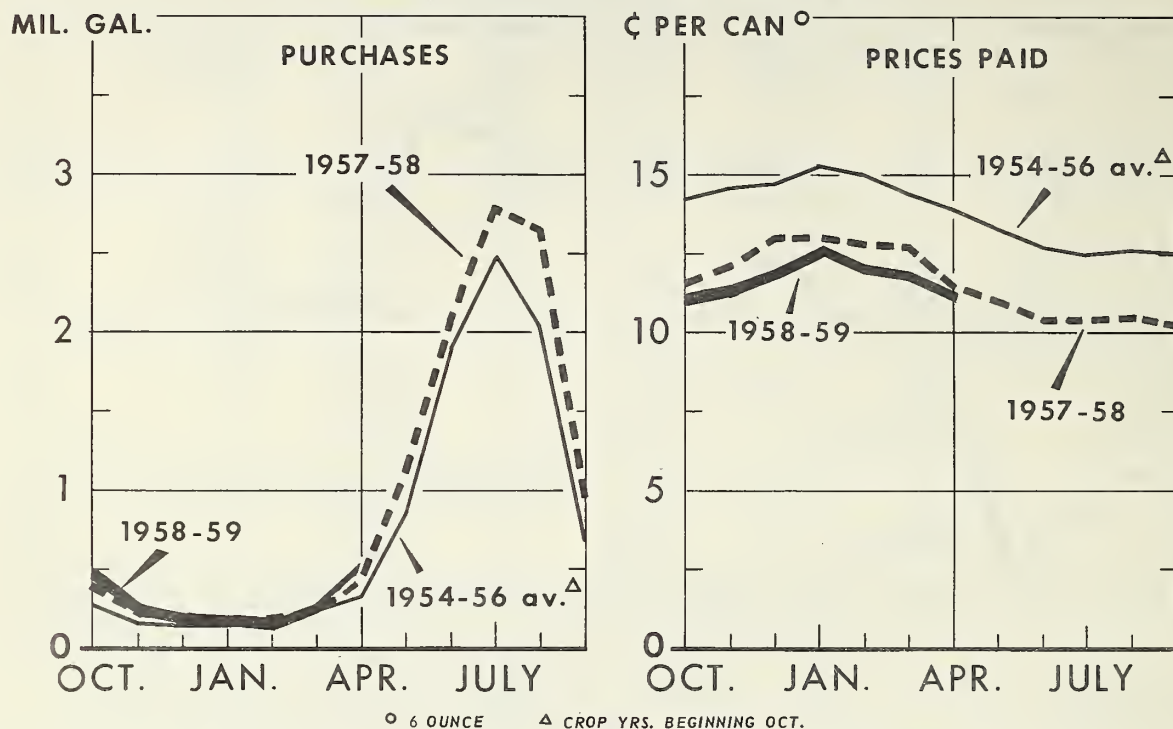
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.	4,448	3,992	5,006	25.8	25.2	28.0	20.2	22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED LEMONADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (6) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.	528	434	320	4.4	4.7	3.5	11.2	11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.	106	127	124	1.0	1.2	1.1	19.0	19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.	5,204	4,876	5,574	28.6	28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/	1954-55/	1954-55/	1954-55/	1954-55/	1954-55/	1954-55/	1954-55/	1954-55/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.	7,155	7,963	7,343	46.8	51.5	48.2	15.0	13.9	13.3
May		8,090	7,406		51.4	48.2		13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

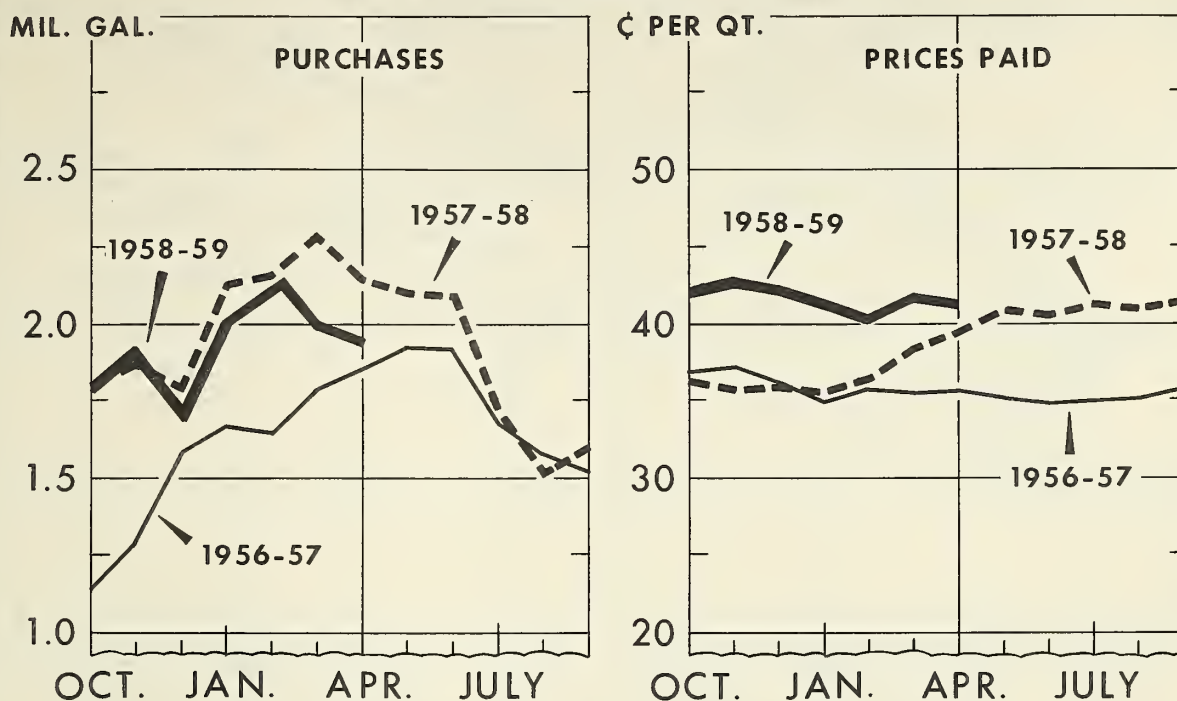
Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.	756	884	538	1,720	1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (6) AGRICULTURAL MARKETING SERVICE

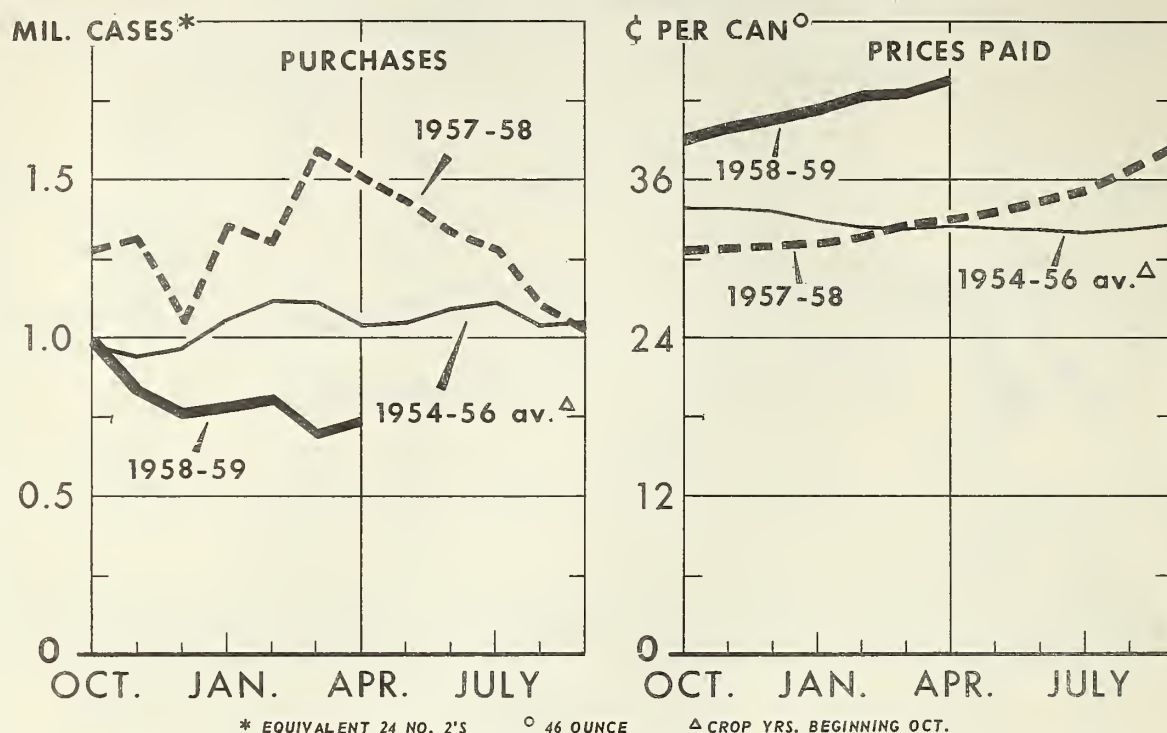
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.	1,942	2,147	1,858	4.1	4.4	3.6	41.2	39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-'59 (6) AGRICULTURAL MARKETING SERVICE

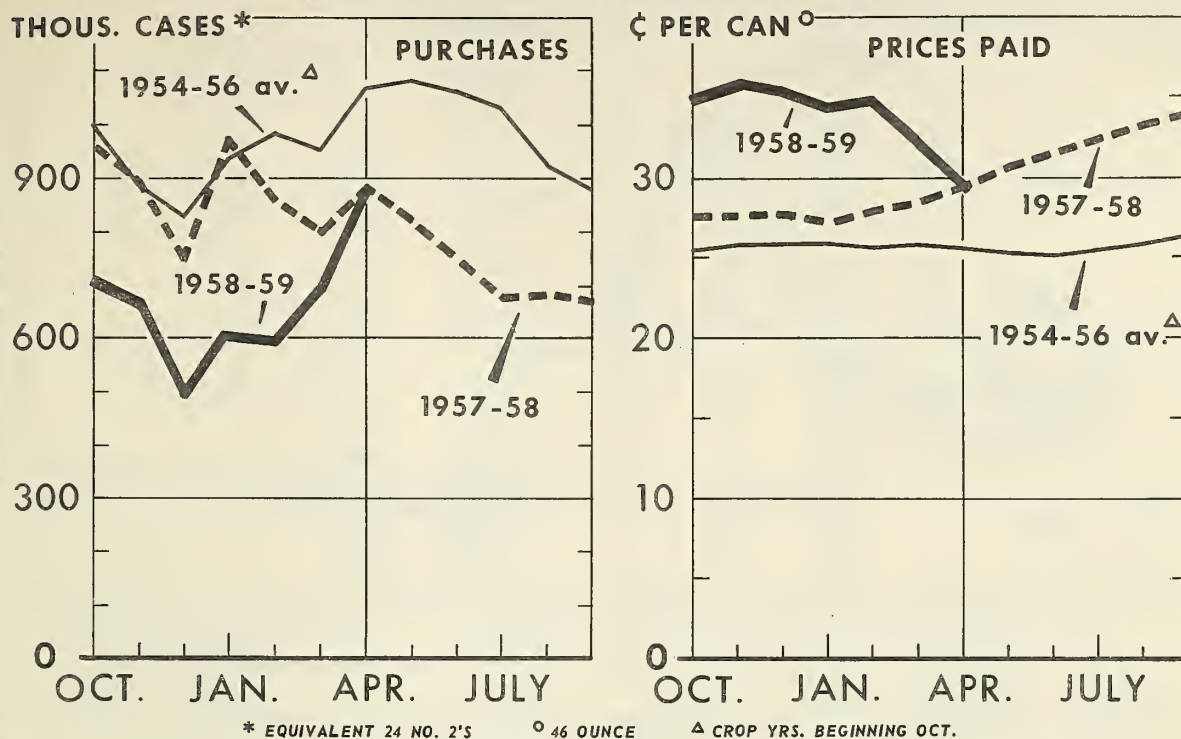
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.	734	1,504	1,033	7.0	11.4	9.2	43.5	32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59 (6) AGRICULTURAL MARKETING SERVICE

Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

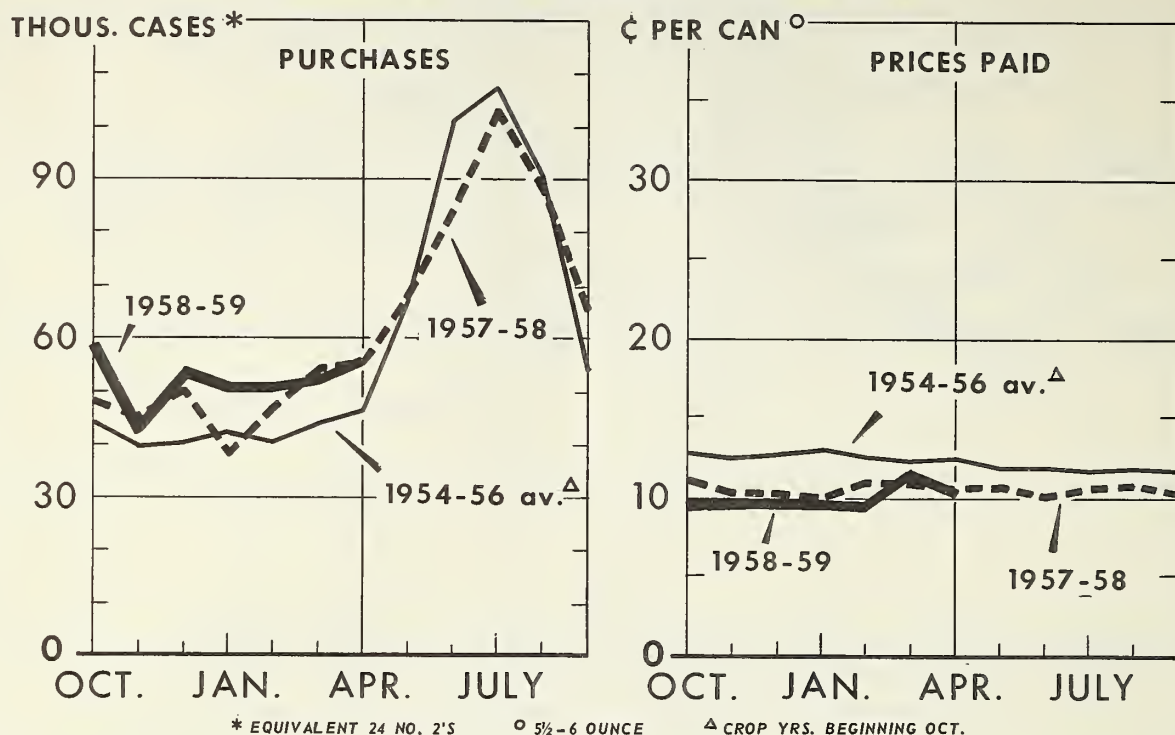
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.	880	879	1,069	7.3	7.8	8.3	29.6	29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH LEMON JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (6) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.	56	55	46	2.6	2.6	2.3	10.4	10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.	1,066	1,172	1,388	10.6	11.8	12.5	32.5	29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

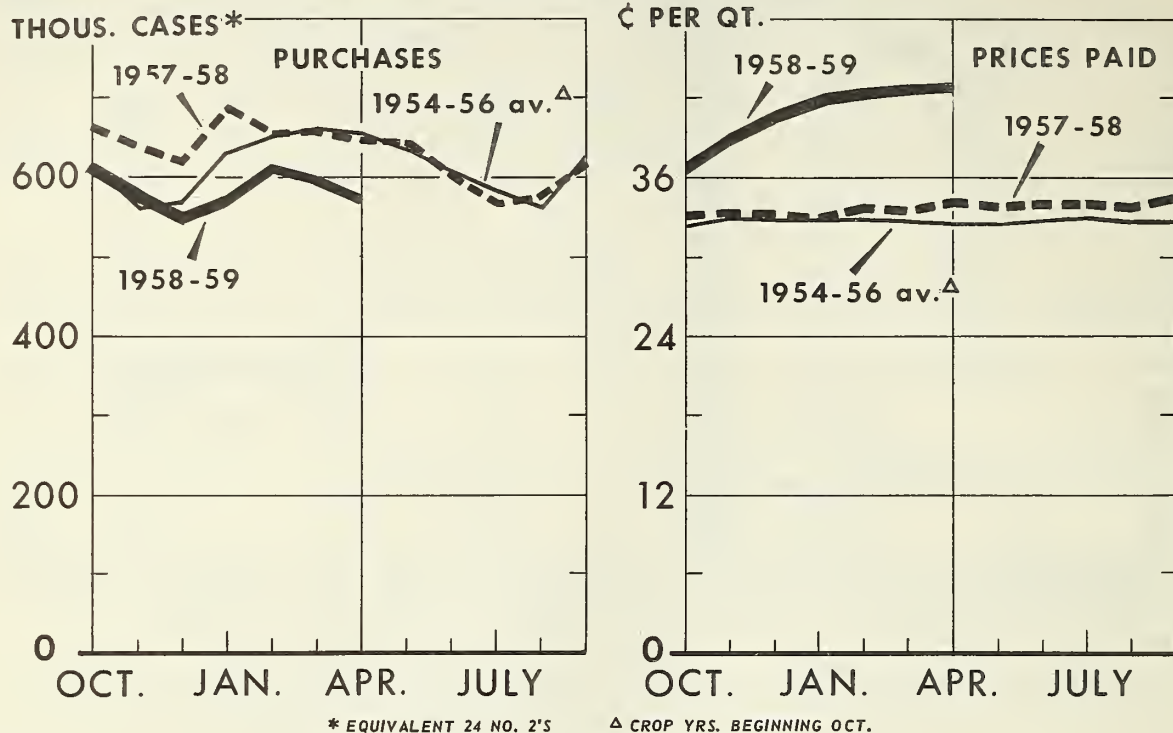
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.	1,000	621	443	8.5	6.3	4.4	30.5	30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		1,068	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59(6) AGRICULTURAL MARKETING SERVICE

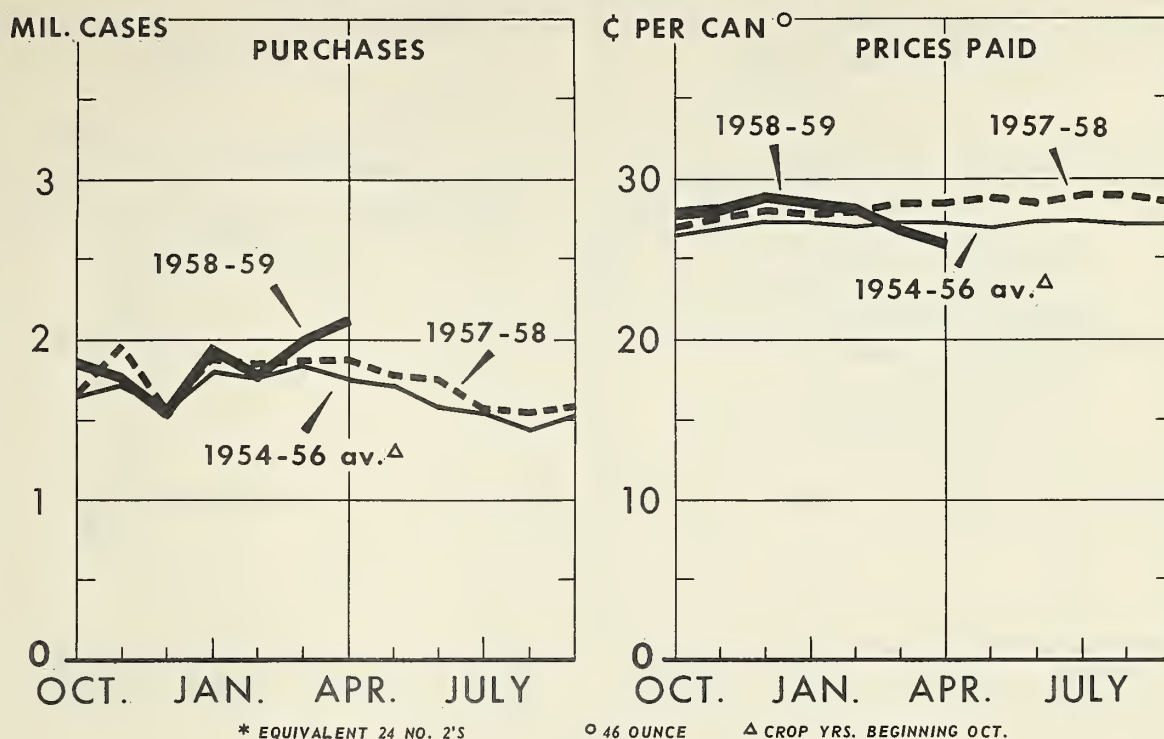
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.	572	644	653	6.9	7.4	8.0	42.9	34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-159 (6) AGRICULTURAL MARKETING SERVICE

Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

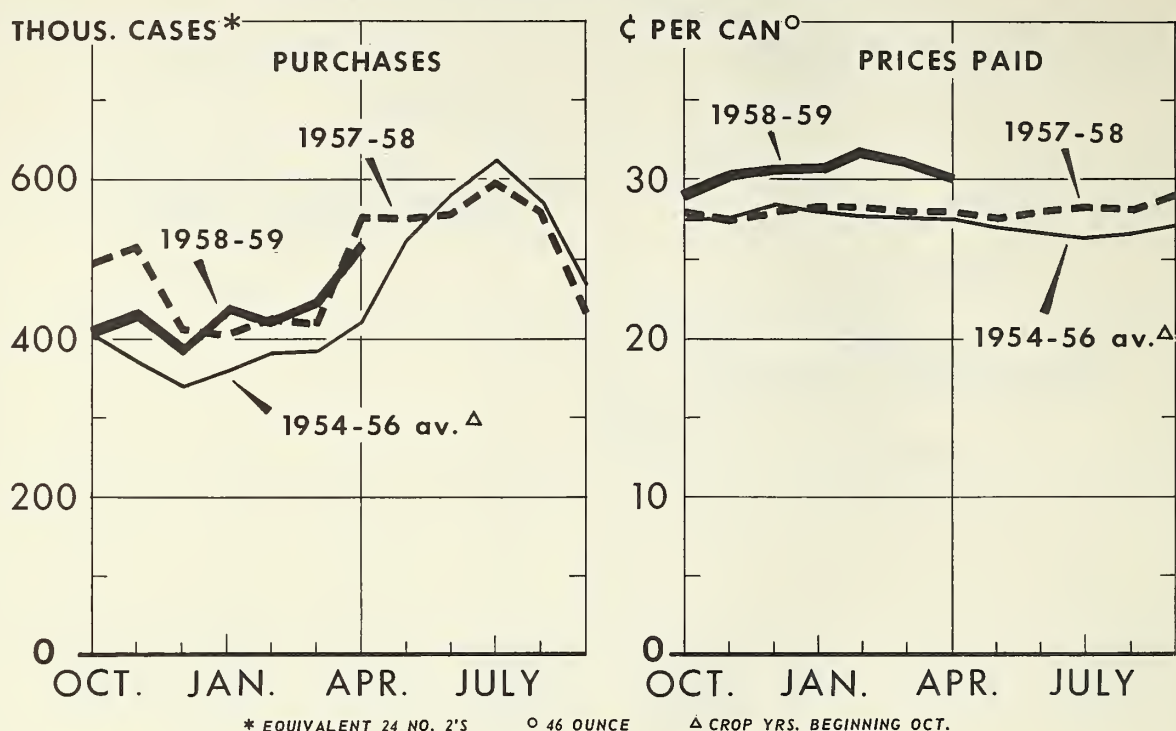
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.	2,127	1,876	1,755	18.5	18.6	18.9	26.0	28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH ORANGEADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (6) AGRICULTURAL MARKETING SERVICE

Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

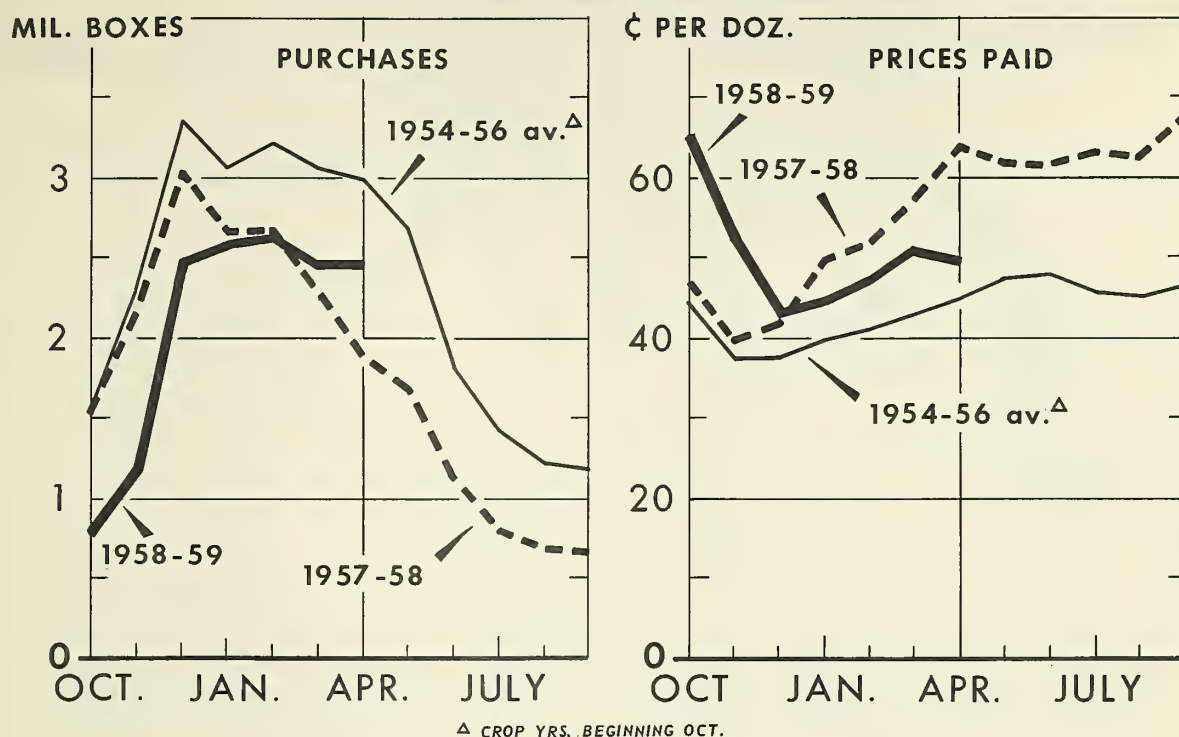
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.	517	553	420	4.0	4.4	3.4	30.3	27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# ALL FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (6) AGRICULTURAL MARKETING SERVICE

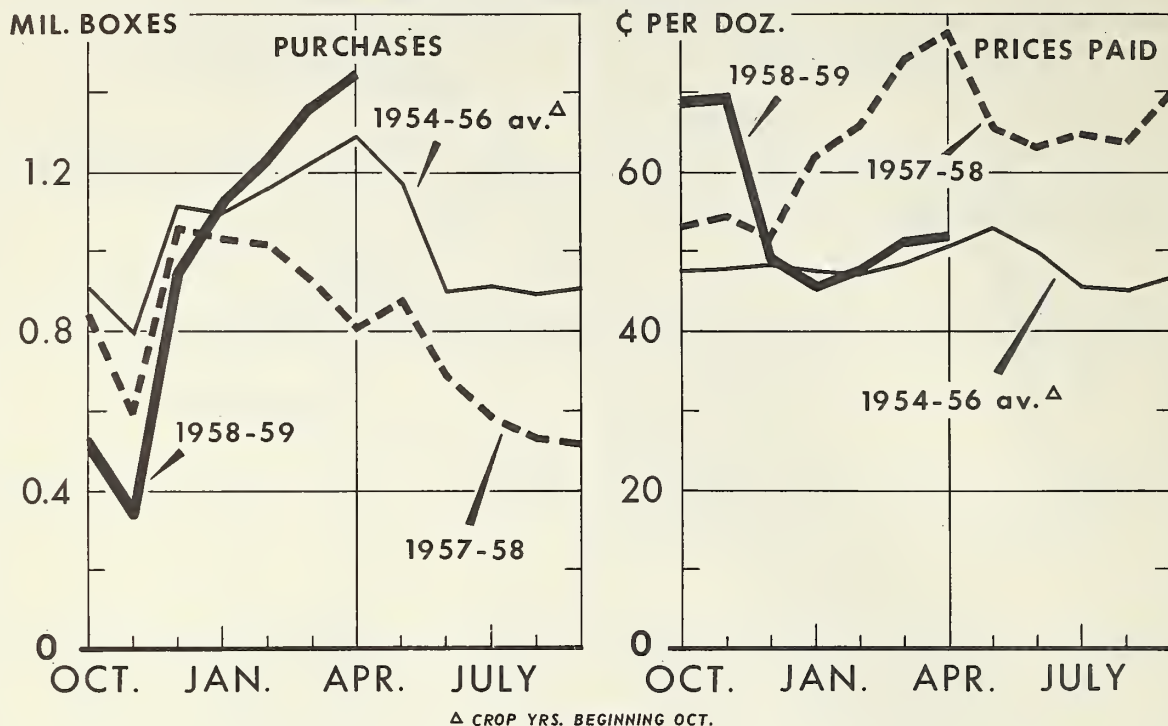
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.	2,466	1,884	2,986	38.2	33.7	42.8	49.9	63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH CALIFORNIA-ARIZONA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (6) AGRICULTURAL MARKETING SERVICE

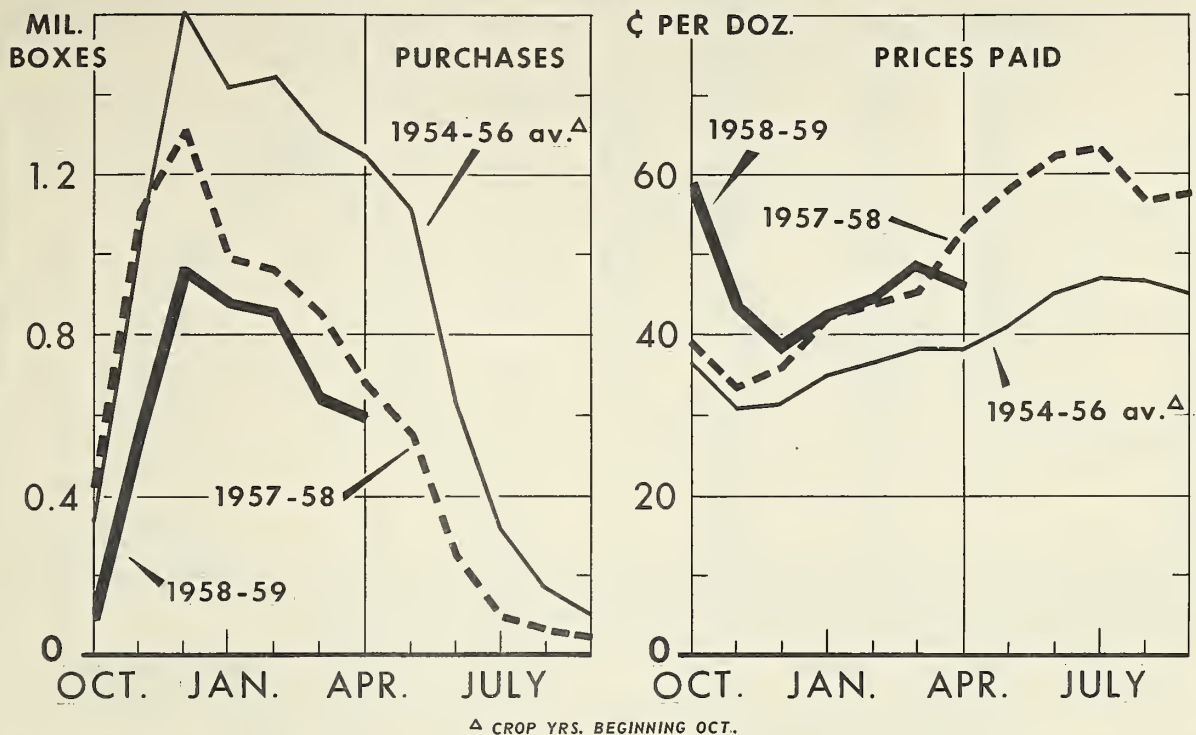
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1955-56/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1955-56/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.	1,435	803	1,291	25.8	18.5	23.6	52.1	77.7	50.7
May		872	1,176		21.2	22.8		65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH FLORIDA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (6) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.	606	675	1,244	9.7	11.3	16.1	46.0	52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	:	:	:	:	:	:	:	:	:
	1,000	1,000	1,000						
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.	239	283	200	3.2	4.3	3.1	81.9	79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

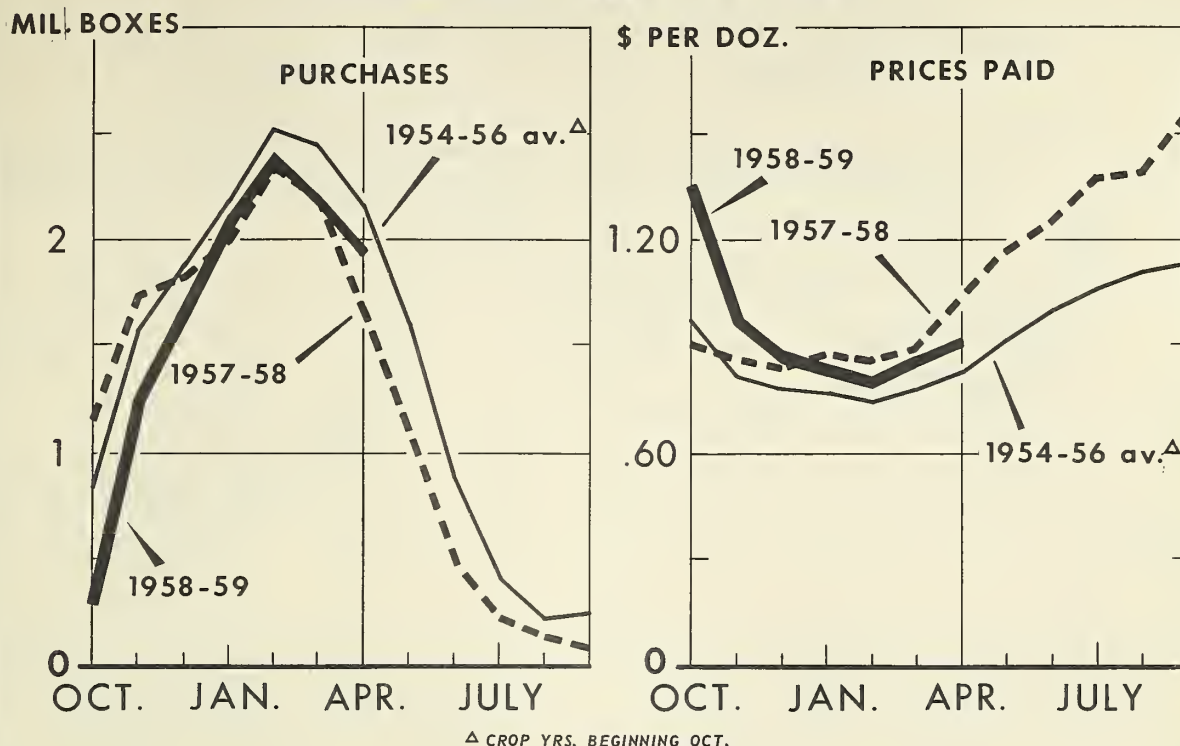
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	:	:	:	:	:	:	:	:	:
	1,000	1,000	1,000						
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.	1,170	793	1,285	16.2	12.8	17.6	93.9	118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

# ALL FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (6) AGRICULTURAL MARKETING SERVICE

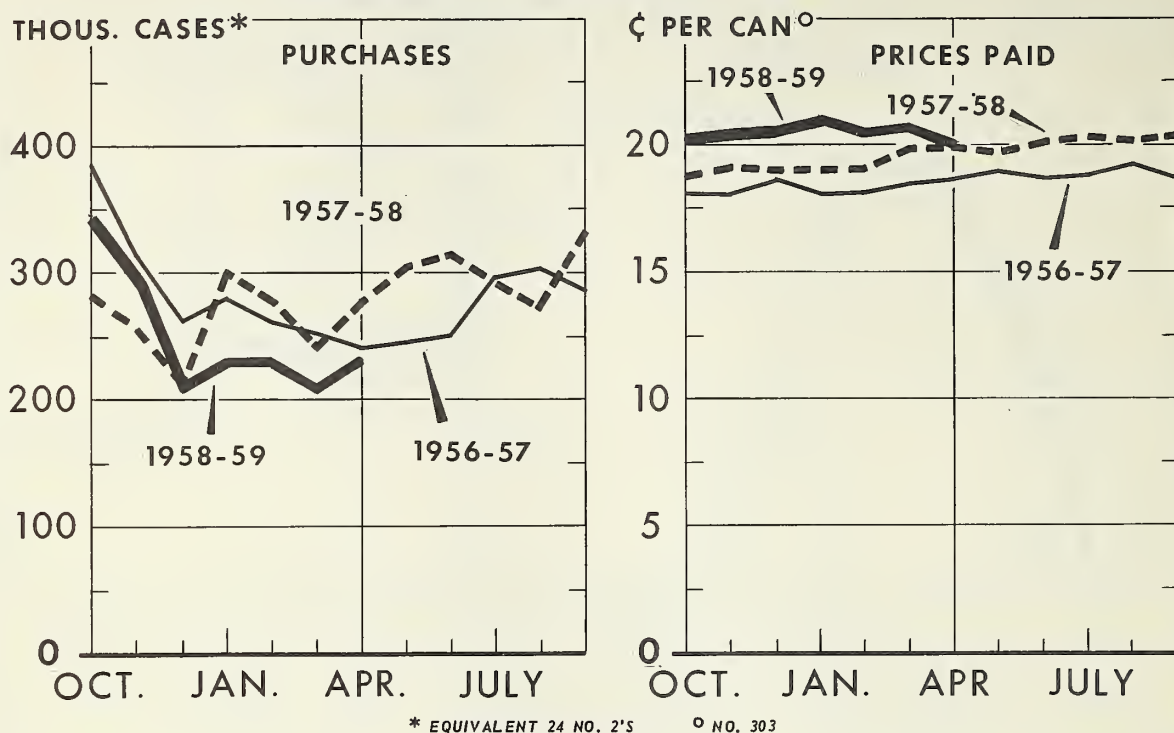
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	boxes	boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.	1,958	1,638	2,153	26.6	23.7	28.4	91.2	103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (6) AGRICULTURAL MARKETING SERVICE

Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

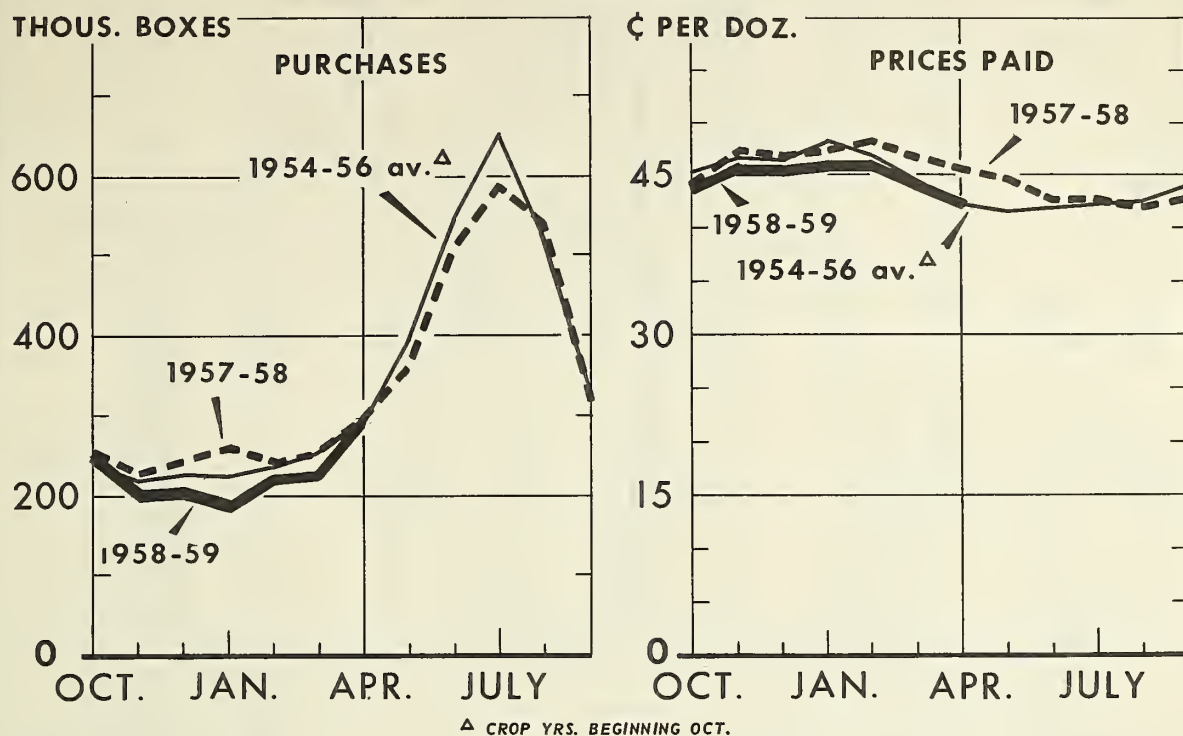
Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.	231	278	238	4.3	5.1	5.0	20.1	19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.



# FRESH LEMONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 15

NEG. 6659-59 (6)

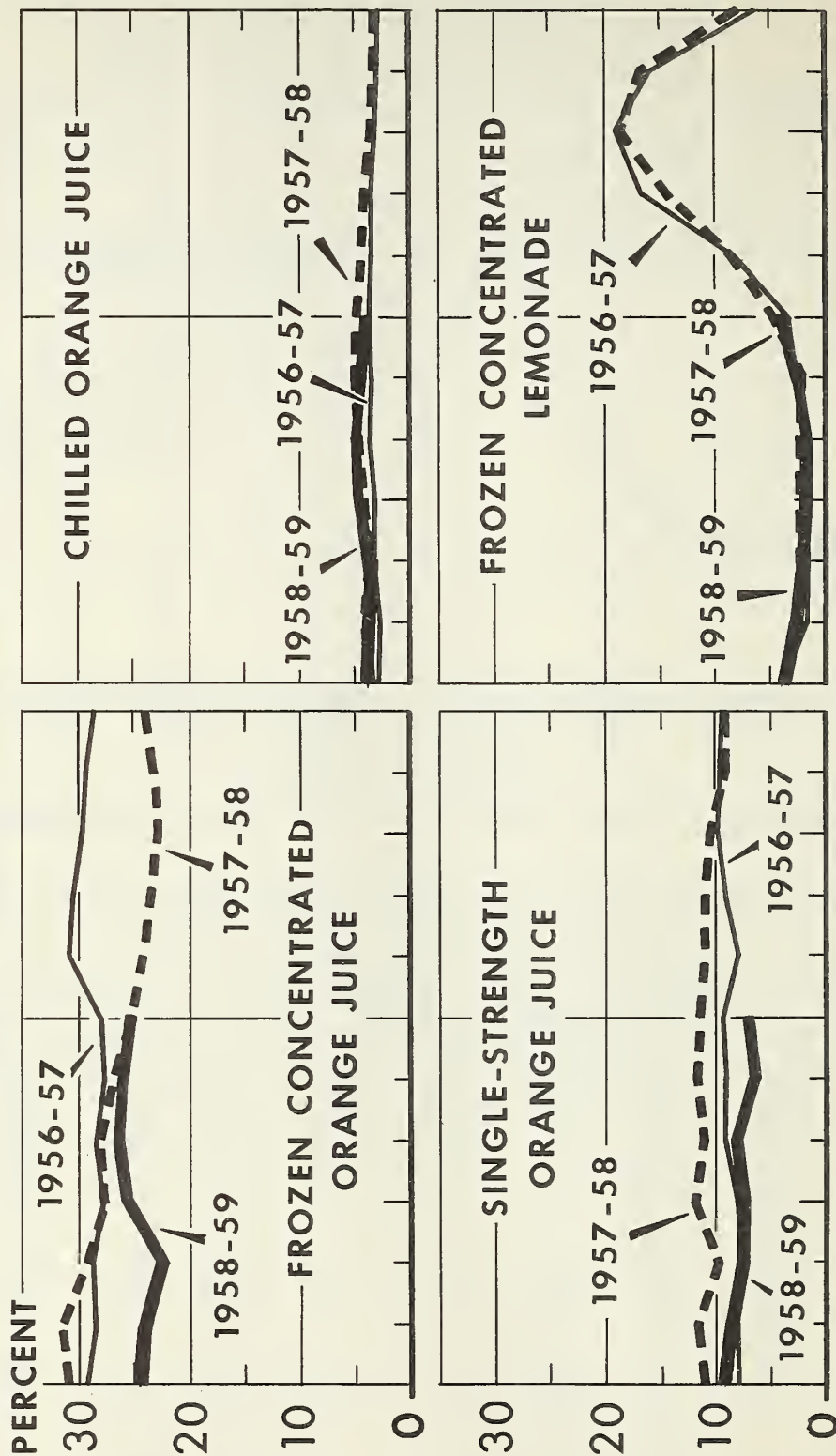
AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.	296	295	293	18.3	19.3	19.5	42.4	45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

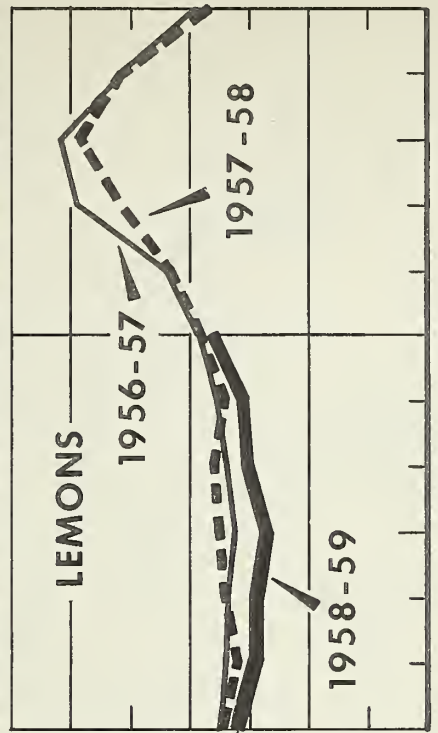
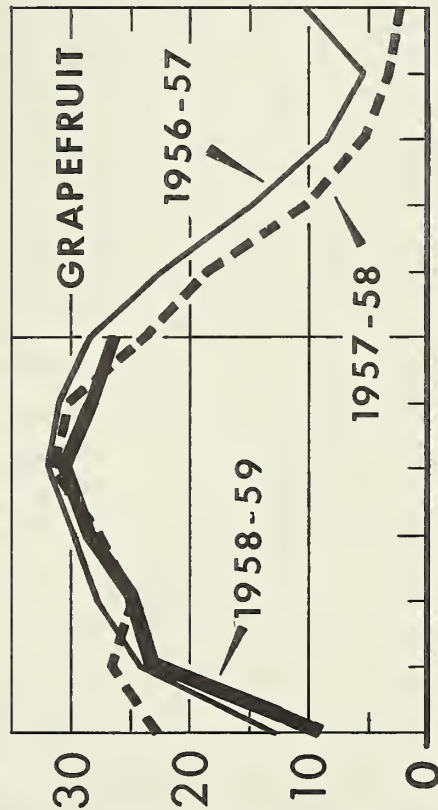
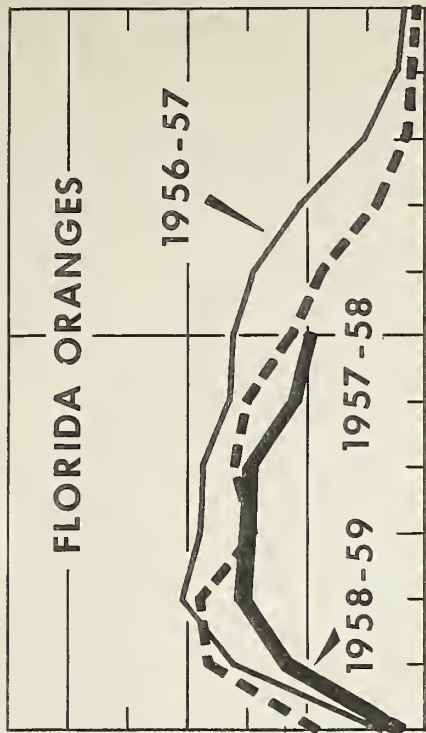
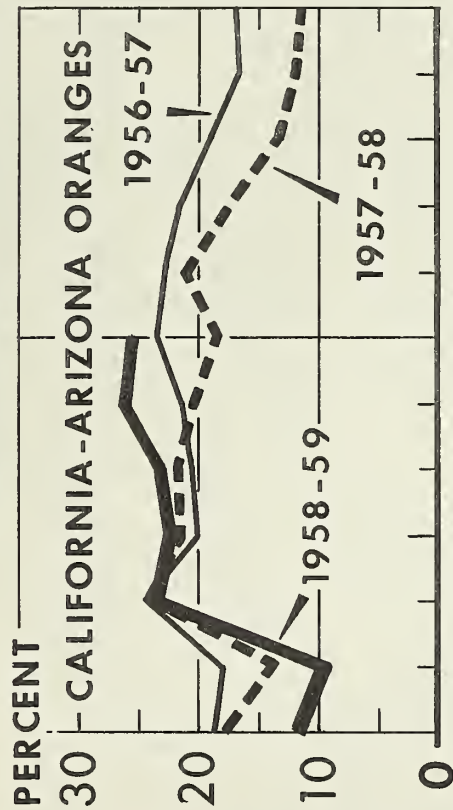
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

# PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY



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